

Eligible Byway Projects

State and Indian Tribe Scenic Byway Programs

An activity related to the planning, design, or development of a State or Indian tribe scenic byway program, 23 U.S.C. 162(c)(1).

Principles

1. National Scenic Byways Program funds may be used to establish a State or Indian tribe scenic byway program.
2. 1) National Scenic Byways Program funds may **not** be used for the ongoing administrative, operating or maintenance expenses of a State or Indian tribe scenic byway program (e.g., hosting and maintenance of a website, organizing and sponsoring annual promotional events or festivals, and costs associated with the fulfillment of individual information requests).

Practices

1. Planning, design and development of a State or Indian tribe scenic byway program includes:
 - research or studies leading to the development of designation criteria, the structure of the State's or Indian tribe's scenic byway program and designation process, and the development of themes for byways on a statewide basis;
 - technical assistance (workshops, conferences, seminars, and program coordination) to specifically provide awareness and education about the management, operation, and development of the byway program; and
 - activities associated with identifying and planning tourist services on byways in the State or Indian tribe collection.
2. Byway funds may be used for activities associated with assessing the economic impact of an individual byway or a statewide or Indian tribe scenic byway program.
3. Byway funds may be used for meeting materials, meeting facilities, equipment expenses, and speaker expenses directly related to State and Tribal technical assistance activities, including an annual State or Indian tribe scenic byway conference.
4. Entertainment and alcoholic beverages are not eligible for byway funds.
5. When considering how best to organize and prepare an application for an eligible project in the State and Indian tribe scenic byway program category, FHWA expects the applicant to consider and respond to the following questions:
 - What would be accomplished with this proposed project?
 - What is the overall vision for the State or Indian tribe scenic byway program? What is the status of the program?
 - What are the significant dates for establishing the State or Indian tribe scenic byway program or advancing new elements of the program?
 - What information is available or needed to authorize or establish the State or Indian tribe scenic byway program such as:

- State legislation,
- A declaration by the Tribal government, Governor, or other State official acting on behalf of the Governor,
- An agreement among two or more State or Tribal agencies, or
- Byway designation or program criteria, plans or guidelines.
- Recognizing that the effectiveness of many byway programs rests on multi-agency partnerships,
 - What partnerships has the State or Indian tribe byway coordinator established through the development and implementation of the program?
 - What partnerships will be established?
 - What partnerships will be strengthened?
 - How will the coordinator use the partnerships to achieve the vision for the program and to advance the interests and sustainability of individual byways?

Corridor Management Plan

Development and implementation of a corridor management plan to maintain the scenic, historical, recreational, cultural, natural, and archaeological characteristics of a byway corridor while providing for accommodation of increased tourism and development of related amenities, 23 U.S.C. 162(c)(2).

Principles

1. National Scenic Byways Program funds may be used to develop, update, and implement specific activities identified in a corridor management plan for one of America's Byways® or for a State or Indian tribe scenic byway.
2. National Scenic Byways Program funds may be used to implement specific byway projects consistent with a corridor management plan and eligibility criteria. Inclusion of a project in the byway's corridor management plan does **not** necessarily mean that the proposed project is eligible for byways funds.
3. National Scenic Byways Program funds may **not** be used for the ongoing administrative, operating or maintenance expenses of a byway organization (e.g., general staffing, hosting and maintenance of a website, organizing and sponsoring annual promotional events or festivals, and costs associated with the fulfillment of individual information requests).

Practices

1. A corridor management plan is a written document that specifies the actions, procedures, controls, operational practices, and strategies to maintain the archaeological, cultural, historic, natural, recreational, and scenic qualities that support the byway's designation. The plan should:
 - Be developed with community involvement,
 - Provide for the conservation and enhancement of the byway's intrinsic qualities as well as the promotion of tourism and other economic development, and
 - Provide an effective management strategy to balance these concerns while providing for the users' enjoyment of the byway.

2. The plan must address the 14 points of corridor management planning that are included in the Federal Highway Administration's Interim Policy for the National Scenic Byways Program published in the Federal.
3. Development of a corridor management plan includes:
 - Inventories of the intrinsic qualities that form the byway's story and the byway travelers' experience,
 - Public outreach, involvement and participation,
 - Partnerships,
 - Maps, and
 - Preparation and printing of the plan.
4. Implementation of the corridor management plan may include activities that otherwise could be advanced as a safety improvement, byway facility, access to recreation, resource protection, interpretive project or marketing program initiative. If your project is part of your corridor management plan, but is also eligible under another category, it is recommended that you select that other category. For example, if you have "develop a marketing plan" as part of your corridor management plan, you should submit under the Marketing Program instead of Corridor Management Program.
5. Please remember that in applying for funding, project requests should be tied directly to specific activities identified and prioritized in the byway's corridor management plan.
6. Please keep in mind that salary requests for the byway coordinator or general administration of all projects or programs identified in a byway's corridor management plan are not considered eligible expenses for NSBP funding unless the time devoted and how it is directly related to the performance of a specific NSBP award and each NSBP funded project(s) identified in the corridor management plan can be documented. It is also important that the costs proposed be proportionate to the work proposed.
7. Implementation of the corridor management plan may include activities to build and strengthen a sustainable organization and to manage byway activities related to specific projects and initiatives such as:
 - Travel and per diem expenses for byway representatives to participate in the biennial National Scenic Byways conferences, as well as other training or technical assistance activities for advancing their byway or the National Scenic Byways Program, such as peer-to-peer exchanges, regional workshops, statewide conferences, tribal conferences or national conferences. In applying for funding, applicants are encouraged to highlight how these training and technical assistance opportunities will help strengthen their byway organization and/or manage byway activities.
8. When considering how best to organize and prepare an application for an eligible project in the Corridor Management Plan category, FHWA expects the applicant to consider and respond to the following questions:
 - What would be accomplished with this proposed project?
 - What is the overall vision for the byway? What are the byway's intrinsic qualities that support the byway's designation? What actions have been and are being taken to ensure that the byway continues to possess the qualities that support its designation?
 - What specific strategies or actions in the corridor management plan have been implemented? What are the important accomplishments to date?
 - Is the primary focus of this project to revise or update a corridor management plan?
 - Why does the corridor management plan need to be revised or updated? What is the scope of the revisions or updates? How will the update build upon/refine the existing corridor management plan? Will specific projects be identified and prioritized for funding and implementation?

- How will communities along the byway be involved in revisions and updates?
 - What is the target date for printing or adopting the new corridor management plan?
- Is the primary focus of this project to implement a specific activity or activities identified in the corridor management plan?
 - Why is this project being submitted in the Corridor Management Plan category rather than being advanced as a safety improvement, byway facility, access to recreation improvement, resource protection, interpretive project or marketing program initiative?
 - Does the organization have existing or potential partners?
 - Has the byway received byway funds previously for implementing the corridor management plan?
 - What would be accomplished as part of this project's implementation that is new and different, yet builds on previous accomplishments? How would these efforts relate to other projects that are currently underway or planned?
- Does the corridor management plan include this project, and how does it compare to other priority projects along the byway?
- Why did byway leaders make this project a high priority and who participated in setting the byway's project priorities?

Safety Improvements

Safety improvements to a State scenic byway, Indian tribe scenic byway, National Scenic Byway, or All-American Road to the extent that the improvements are necessary to accommodate increased traffic and changes in the types of vehicles using the highway as a result of the designation as a State scenic byway, Indian tribe scenic byway, National Scenic Byway, or All-American Road, U.S.C. 162(c)(3).

Principles

1. National Scenic Byways Program funds may only be used for safety improvements when the applicant demonstrates that the improvements are necessary to accommodate increased traffic and changes in the types of vehicles using the road as a result of the designation as one of America's Byways® or as a State or an Indian tribe scenic byway.
2. National Scenic Byways Program funds may be used for safety improvements on the byway or a road providing direct and immediate access from the byway to an interpretive site or other resource directly related to the byway or its intrinsic qualities as identified in conjunction with the byway's designation or the byway's corridor management plan.
3. National Scenic Byways Program funds may not be used for road maintenance or to correct preexisting deficiencies or deficiencies arising from the normal use of the road. Road paving typically is not considered a safety improvement eligible for byways funds.
4. Private property purchased or used for a byways funded project must be acquired consistent with the requirements of the Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970 as amended. Federal rules for the Uniform Act are reprinted annually in the Code of Federal Regulations, Title 29, Part 24. For additional information, see <http://www.fhwa.dot.gov/realestate/realprop/index.html>.

Applicants should contact the FHWA division office byway contact, the State byway coordinator, or the Indian tribe byway coordinator; see <http://www.bywaysonline.org/contacts/states.html>.

5. The proposed amount of National Scenic Byways Program funds should be proportionate to the proposed safety improvements' benefits to byway travelers. We expect an applicant advancing a project benefiting the general public to propose a larger share of non-byway funds.

Practices

1. Safety improvements are construction features necessary to reduce or eliminate the incidence or likelihood of crashes, or motor vehicle, bicycle and/or pedestrian conflicts.
2. Proposed improvements to roadside features such as guardrails, shoulders, bridge rails, and comparable road improvements are only eligible for byway funds when the project corrects a demonstrated safety deficiency that is the result of byway designation.
3. References to desirable facilities or improvements in the byway's corridor management plan do not necessarily mean that the proposed safety improvements are eligible for byway funds.
4. When considering how best to organize and prepare an application for an eligible project in the Safety Improvements category, we expect the applicant to consider and respond to the following questions.
 - What would be accomplished with this proposed project?
 - What data, information or supporting documents are available that identify safety deficiencies on the road? What methods are available to document the impact of byway designation?
 - Are before-and-after data or estimates available showing that increased traffic or changes in the types of vehicles are a direct result of the road's designation as a byway as opposed to normal traffic changes?
 - If before-and-after data are not available, is other information available (e.g., analyzing traffic volumes or patterns on a specific byway or in general for several byways within a State or on Indian lands that have comparable traffic patterns)? Are byway marketing evaluations available demonstrating increased visitation and associated traffic along the byway?
 - To what extent would the proposed safety improvements benefit byway travelers or local residents? For example, is the location near an identified site where byway travelers learn an important byway story associated with the byway's intrinsic qualities? Is the proposed amount of National Scenic Byways Program funds proportionate to the proposed project's benefits to byway travelers?
 - Does the corridor management plan include this project, and how does it compare to other priority projects along the byway?
 - Why did byway leaders make this project a high priority and who participated in setting the byway's project priorities?
 - Are agreements in place to ensure the maintenance or operation of the proposed safety improvements over their useful, economic life (generally considered to be 20 years)?

Byway Facilities

Construction along a scenic byway of a facility for pedestrians and bicyclists, rest area, turnout, highway shoulder improvement, overlook, or interpretive facility, 23 U.S.C. 162(c)(4).

Principles

1. National Scenic Byways Program funds may be used for facilities or improvements directly related to the byway and the byway's intrinsic qualities that support the byway's designation.
2. The relationship of each intrinsic quality and the byway may vary in distance from the road or highway right-of-way.
3. Proximity to the road or byway does not necessarily mean that a facility will enhance the byway traveler's experience or that the facility is eligible for National Scenic Byways Program funds.
4. Scenic Byway facilities must meet accessibility guidelines, <http://www.fhwa.dot.gov/environment/bikeped/guidance.htm#Access>, under the Architectural Barriers Act or Americans with Disabilities Act (as appropriate). See also the US Department of Justice ADA homepage, <http://www.usdoj.gov/crt/ada/adahom1.htm>, or US Access Board, <http://www.access-board.gov/>.
5. The facilities or improvements should increase the quality of the byway traveler's experience by:
 - Informing the byway traveler or visitor of the significance of the byway's intrinsic qualities that form the byway's story, or
 - Fulfilling multi-modal recommendations of the byway's corridor management plan.
6. To the extent practicable, byway travelers and visitors should have free access (without charge) to facilities developed or constructed with National Scenic Byways Program funds.
7. A building purchased, restored, or improved using National Scenic Byways Program funds should be owned or operated by a government entity, Indian tribe, or a legally organized not for profit entity or part of a not for profit entity.
8. Land acquired using National Scenic Byways Program funds should be owned or controlled by a government entity, Indian tribe, or a legally organized not for profit entity or part of a not for profit entity. Applicants are encouraged to familiarize themselves with any State and Indian tribe restrictions regarding land acquisition.
9. Private property purchased or used for a byway funded project must be acquired consistent with the requirements of Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970 as amended. Federal rules for the Uniform Act are reprinted annually in the Code of Federal Regulations, Title 29, Part 24. For additional information, see <http://www.fhwa.dot.gov/realestate/realprop/index.html>. Applicants should contact the FHWA division office byway contact, the State byway coordinator or Indian tribe byway coordinator; see <http://www.bywaysonline.org/contacts/states.html>.
10. The proposed amount of National Scenic Byways Program funds should be proportionate to the proposed byway facilities' benefits to byway travelers. We expect an applicant advancing a project benefiting the general public to propose a larger share of non-byway funds.

Practices

1. Construction includes the development of environmental documents, planning, design, engineering, purchase of right-of-way, land, or property, as well as supervising, inspecting, actual building, and all costs incidental to the construction or reconstruction of the project or facility. Land acquired using byway funds should be owned or controlled by a government entity, Indian tribe, legally organized not for profit entity or part of a not for profit entity.
2. Visitor/interpretive centers and other byway facilities that share a building or spaces with other functions should include a clear breakdown of how the space will be used and by whom. If you are submitting an application for a visitor/interpretive center or other byway facility, please include the following:
 - a site plan for the project
 - a floor plan of the project with the proposed uses and dimensions clearly identified
 - an explanation of how specific areas of the building will be used to directly serve and benefit byway visitors
 - an explanation of how any proposed interpretive elements will relate to/underscore the intrinsic qualities supporting the byway's designation
 - an explanation of how the proposed facility relates to other visitor/interpretive centers or byway facilities either planned or existing on the byway
 - a finance plan identifying proposed sources of funding needed to complete the project
 - a budget that clearly delineates between work that is to benefit the byway traveler and work that is to benefit other functions. The budget should be proportionate to the benefit to byway travelers
3. Byway funds may be used to improve facilities operated by Federal, State, Indian tribe, local or non-profit entities to the extent the project has a clear, demonstrated role in telling the byway story or enhancing the byway traveler experience (rather than primarily serving the existing customer base of the operator of the facility).
4. References to facilities or improvements in the byway's corridor management plan do not mean that the proposed byway facilities are eligible for byways funds.
5. All completed products should acknowledge the funding sources used to accomplish the work. See <http://www.bywaysonline.org/logo> and click on the America's Byways Graphic Standards Manual for attribution guidelines, and, where appropriate, the use of the America's Byways® logo.
6. When considering how best to organize and prepare an application for an eligible project in the Byway Facilities category, FHWA expects the applicant to consider and respond to the following questions:
 - What would be accomplished with this proposed project?
 - What is the relationship of this proposed facility to similar existing or proposed facilities along the byway? How many trails, rest areas, turnouts, overlooks, or byway visitor or interpretive centers are needed along the byway? Where are they located or planned to be located? Why is this facility important?

- What would byway travelers learn and experience at the location(s) of the proposed byway facilities under this project? How does the experience relate to the byway's intrinsic qualities that support its designation? How will the information provided complement/expand on information already being provided at other facilities along the byway? How will promotion of the facility be coordinated with similar existing or proposed facilities along the byway to provide a comprehensive byway traveler experience?
- How will byway travelers find the proposed facility, e.g., trail, rest area, turnout, overlook, or byway visitor or interpretive center? Would directional signs (to the facility) be placed along the byway? Who will pay for the signs? Will the road management authority agree to the location(s) for directional signing? Would directional information be available in byway publications or exhibits?
- Is the proposed amount of National Scenic Byways Program funds proportionate to the proposed project's benefits to byway travelers? For example, if a proposed byway visitor or interpretive center is a multi-purpose facility, would byway funds be used only for the portion (square footage) of the facility that would be used for byway displays, information counters, restrooms, or serving other specific byway visitors' needs? Similarly, is it a facility for the overall byway, or is it a facility serving the immediate surrounding area, forest, or park? What part of the byway's story or intrinsic qualities will be shared or interpreted? To what extent will the byway traveler's experience be enhanced, compared to the existing customer base of the facility operator?
- Does the corridor management plan include this project, and how does it compare to other priority projects along the byway?
- Why did byway leaders make this project a high priority and who participated in setting the byway's project priorities?
- Are agreements in place to ensure the maintenance or operation of the proposed byway facilities over their useful, economic life (generally considered to be 20 years)?

Access to Recreation

An improvement to a scenic byway that will enhance access to an area for the purpose of recreation, including water-related recreation, 23 U.S.C. 162(c)(5).

Principles

1. National Scenic Byways Program funds may be used for improvements on the byway or a facility providing direct, immediate access from the byway to a recreational area directly related to the byway and the byway's intrinsic quality(s) that support the byway's designation.
2. The relationship of each intrinsic quality and the byway may vary in distance from the road or highway right-of-way.

3. The improvements should increase the quality of the byway traveler experience by:
 - Providing access for vehicles or visitors who otherwise would not be able to access the recreational area, or
 - Fulfilling multi-modal recommendations of the byway's corridor management plan.
4. To the extent practicable, byway visitors should have free access (without charge) to facilities developed or constructed with National Scenic Byways Program funds.
5. Private property purchased or used for a byway funded project must be acquired consistent with the requirements of Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970 as amended. Federal rules for the Uniform Act are reprinted annually in the Code of Federal Regulations, Title 29, Part 24. For additional information, see <http://www.fhwa.dot.gov/realestate/realprop/index.html>. Applicants should contact the FHWA division office byway contact or the State byway coordinator; see <http://www.bywaysonline.org/contacts/states.html>.
6. The proposed amount of National Scenic Byways Program funds should be proportionate to the proposed access improvements' benefit for byway travelers. FHWA expects an applicant advancing a project benefiting the general public to propose a larger share of non-byways funds.

Practices

1. Improvements for enhancing access to a recreation area include bicycle and pedestrian facilities as well as modifications to the roadway or parking facilities in order to accommodate buses, recreational vehicles, or vehicles pulling trailers to the extent that the project and recreational area have a clear, demonstrated role in enhancing the byway traveler experience (rather than primarily serving the existing customer base of the operator of the recreational area).
2. Construction or creation of a recreational attraction is not eligible for byway funds. While access improvements such as parking and trails serving water-related recreation are eligible for byway funds, water-related recreation facilities, such as a marina or boat dock, are not eligible for byway funds.
3. Byway funds may be used to improve a roadway or related facility operated by Federal, Indian tribe, State, local or non-profit entities to the extent that the project and recreational area have a clear, demonstrated role in enhancing the byway traveler experience (rather than primarily serving the existing customer base of the operator of the recreational area).
4. When considering how best to organize and prepare an application for an eligible project in the Access to Recreation category, FHWA expects the applicant to consider and respond to the following questions:
 - What would be accomplished with this proposed project?
 - What do byway travelers learn and experience at recreation areas along the byway? How does the experience at the recreation area(s) where access would be improved under this project relate to the byway's intrinsic qualities that support the byway's designation? What will byway travelers learn and experience at the recreation area(s) where access would be improved under this project?
 - How do byway travelers find recreational areas, especially the area(s) where access would be improved under this project? Are directional signs or directional information available in byway publications or exhibits? Would directional signs (to the recreational area) be placed along the

byway? Who will pay for the signs? Will the road management authority agree to the location(s) for directional signing? Would directional information be added in byway publications or exhibits?

- Is the proposed amount of byway funds proportionate to the proposed project's benefits to byway travelers? To what extent will byway travelers' experience and access be enhanced, compared to the existing customer base of the facility operator?
- Does the corridor management plan include this project, and how does it compare to other priority projects along the byway? How does it complement what already exists?
- Why did byway leaders make this project a high priority and who participated in setting the byway's project priorities?
- Are agreements in place to ensure the maintenance or operation of the proposed access improvements over their useful, economic life (generally considered to be 20 years)?

Resource Protection

Protection of scenic, historical, recreational, cultural, natural, and archeological resources in an area adjacent to a scenic byway, 23 U.S.C. 162(c)(6).

Principles

1. National Scenic Byways Program funds may be used for enhancing, protecting, or preserving resources directly related to the byway's intrinsic qualities that support the byway's designation.
2. The relationship of each intrinsic quality and the byway may vary in distance from the road or highway right-of-way.
3. The protection of the resources should increase the quality of the byway traveler experience by enhancing the intrinsic qualities that form the byway's story.
4. Proximity to the road or byway does not necessarily mean that a facility will enhance the byway travelers' experience or that the facility is eligible for National Scenic Byways Program funds.
5. A building purchased, restored, or improved using National Scenic Byways Program funds should be owned or operated by a government entity, Indian tribe, or a legally organized not for profit entity or part of a not for profit entity.
6. Land acquired using National Scenic Byways Program funds should be owned or controlled by a government entity, Indian tribe, legally organized not for profit entity or part of a not for profit entity.
7. Private property purchased or used for a byway funded project must be acquired consistent with the requirements of Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970 as amended. Federal rules for the Uniform Act are reprinted annually in the Code of Federal Regulations, Title 29, Part 24. For additional information, see <http://www.fhwa.dot.gov/realestate/realprop/index.html>. Applicants should contact the FHWA division office byway contact or the State byways coordinator; see <http://www.bywayonline.org/contacts/states.html>.
8. To the extent practicable, byway visitors and travelers should have free access (without charge) to resources enhanced, protected or preserved with National Scenic Byways Program funds.

9. The proposed amount of byway funds should be proportionate to the proposed resource protection project's benefits for byway travelers. We expect an applicant advancing a project benefiting the general public to propose a larger share of non-byways funds.

Practices

1. Resource protection includes:
 - Inventories or analyses of resources directly related to the byway's intrinsic qualities that support the byway's designation such as:
 - the development of strategies to manage, enhance, protect, or preserve specific resources and sites;
 - scenic and land conservation planning, planning for zoning overlays, transfer of development rights, and other byway protection activities such as community registry, recognition or notification programs; and
 - efforts leading to the inclusion of a property (related to surface transportation) on the National Register of Historic Places.
 - Actions to enhance, protect, or preserve resources directly related to the byway's intrinsic qualities that support the byway's designation, such as
 - the purchase, restoration or improvement of land, property or a historic building as a byway interpretive facility;
 - restoration or improvement to historic highway features that form the byway's story;
 - a scenic or conservation easement for a specific property, only after it is determined that all other protection measures are unsuccessful and the property is not (or expected to become) involved in litigation; and
 - removal of an outdoor advertising sign, display, or device.
2. Public access may be restricted to a property involving a scenic or conservation easement if the continuation of the property's existing use, such as farming or ranching, constitutes the resource that is being protected or preserved in relation to the byway's intrinsic qualities.
3. Byway funds must be used to protect a specific proposed resource or property. A project proposing to protect a pool of possible properties is not eligible for byways funds.
4. References to resources or properties in the byway's corridor management plan do not necessarily mean that their protection is eligible for byways funds,
5. When considering how best to organize an eligible project proposal in the Resource Protection category, we expect the applicant to consider and respond to the following questions.
 - What would be accomplished with this proposed project?
 - What resource(s) would be protected? Why does the resource(s) need protecting? What possible actions have been explored already to protect the resource(s)? What are the results? What protection(s) is proposed? Would public access to the resource(s) be appropriate and allowed?
 - What is the relationship of the resource(s) proposed for protection through this project and other resources that are protected or have been identified for possible protection along the byway? Where are the resources located?
 - If a property is being acquired or protected for use as a byway facility, then what specific function would it serve? Note to Applicant: Please also see the Byway Facilities category.
 - What will byway travelers learn and experience at the location(s) of the resource(s) proposed for protection through this project? How is the resource(s) related to the byway's intrinsic qualities that support the byway's designation?

- How will byway travelers find the resource(s) proposed for protection through this project? Would directional signs (to the resource) be placed along the byway? Who will pay for the signs? Will the road management authority agree to the location(s) for directional signing? Would directional information be available in byway publications or exhibits?
- Is the proposed amount of byway funds proportionate to the proposed project's benefits for byway travelers? For example, what possible benefits would be realized to the existing property owner and owners of adjacent properties? How will the byway travelers' experience be enhanced?
- Does the corridor management plan include this project, and how does it compare to other priority projects along the byway?
- Why did byway leaders make this project a high priority and who participated in setting the byway's project priorities?
- What type of agreement does the applicant believe is appropriate for the resource(s) that would be protected and the protection(s) proposed through this project? Are agreements in place to protect the resource in perpetuity? Are agreements in place to ensure the maintenance or operation of the reused protected property over its useful, economic life (generally considered to be 20 years)? Are some other appropriate agreements in place or envisioned by the applicant?

Interpretive Information

Development and provision of tourist information to the public, including interpretive information about a scenic byway, 23 U.S.C. 162(c)(7).

Principles

1. National Scenic Byways Program funds may be used for the development and implementation of an interpretive plan, including tourist or interpretive information directly related to the byway and the intrinsic qualities that support the byway's designation.
2. National Scenic Byways Program funds may be used to develop and provide information on
 - the State's or Indian tribe's total network of byways,
 - a specific byway's intrinsic qualities, and
 - related byway amenities.
3. Products (including printed items or other media) produced with National Scenic Byways Program funds may be offered for sale under certain circumstances. See the Other Considerations section labeled **"Income Earned Under the National Scenic Byways Program"** for additional information on the circumstances when sale income can be generated.
4. Private property purchased or used for a byways funded project must be acquired consistent with the requirements of Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970 as amended. Federal rules for the Uniform Act are reprinted annually in the Code of Federal Regulations, Title 29, Part 24. For additional information, see <http://www.fhwa.dot.gov/realestate/realprop/index.html>. Applicants should contact the FHWA division office byway contact or the State byways coordinator; see <http://www.bywayonline.org/contacts/states.html>.
5. The proposed amount of byway funds should be proportionate to the proposed interpretive project's benefits to byway travelers. FHWA expects an applicant advancing a project benefiting the general public to propose a larger share of non-byways funds.

Practices

1. An interpretive plan is a document identifying the intrinsic qualities that form the byway's story; strategies for informing byway travelers about the significance of the intrinsic qualities; and initiatives planned, underway or in place along the byway for providing tourist and interpretive information.
2. Tourist and interpretive information includes, but is not limited to, signs, brochures, pamphlets, maps, video tapes, audio tapes, CD's, podcasts, a byway website, interpretive exhibits and kiosks. It includes coordination of volunteers for living history demonstrations, docents or step-on guide programs, and training for individuals to inform the byway traveler of the significance of the byway's intrinsic qualities that form the byway's story.
3. The information should reflect the entire byway and inform the traveler of the significance of the intrinsic qualities that form the byway's story.
4. Interpretive information or products may include information on commercial establishments to the extent such establishments are directly related to the byway or its intrinsic qualities as identified in conjunction with the byway's designation or the corridor management plan.
5. Sponsors or advertising may be included in information developed or printed with byway funds; however any revenue derived directly or indirectly from such sponsorships or advertising must be used for activities eligible under the National Scenic Byways Program, 23 U.S.C. 162(c), http://www.bywayonline.org/program/us_code.html.
6. Byway funds may be used for the initial printing of up to a one year supply of printed materials and other media, intended for free distribution, but not for additional reprints.
7. Byway funds may be used to revise and update interpretive information (e.g. byway's themes and stories) to aid the byway travelers' interpretive understanding. Applicants are encouraged to highlight how the current request will build upon activities already funded or underway.
8. Eligible expenses associated with the distribution of promotional materials and media packets are limited to shipping costs for mass mailings. Costs associated with the fulfillment of individual information requests are not eligible for NSBP funding.
9. All completed products should acknowledge the funding sources used to accomplish the work. See <http://www.bywayonline.org/logo> and click on the America's Byways Graphic Standards Manual for attribution guidelines, and, where appropriate, the use of the America's Byways® logo.
10. A website must provide a link to the National Scenic Byways Program website <http://www.byways.org> or the National Scenic Byways Program Community Website <http://www.bywayonline.org>, as appropriate. Websites developed using Federal funding should meet accessibility requirements under Section 508 of the Rehabilitation Act of 1973, as amended, 29 U.S.C. § 794 (d). See <http://www.access-board.gov/508.htm>.

11. When considering how best to organize an eligible project proposal in the Interpretive Information category,

FHWA expects the applicant to consider and respond to the following questions:

- What would be accomplished with this proposed project? Will specific projects and priorities be identified in the development of the Interpretive Plan? If an Interpretive Plan is already in place, how does this project specifically relate to the activities and priorities identified in the Plan?
- What are the byway's intrinsic qualities that support the byway's designation and that would be interpreted as part of this proposed interpretive project? How would information be developed and provided through this proposed interpretive project to inform byway travelers about the significance of the byway's story and intrinsic qualities?
- Are directional signs currently along the byway? Would directional signs be placed along the byway as part of this proposed interpretive project? Who will pay for the signs? Will the road management authority agree to the location(s) for directional signing?
- Is directional information available to byway travelers in byway maps, publications, exhibits or other mediums? Would directional information be developed and provided as part of this proposed interpretive project?
- Who is currently developing or providing interpretive information along the byway? From the byway traveler's perspective, are the byway stories coordinated? How would the interpretive information help create a continuous experience for the visitor with minimum intrusions or gaps? How would the information be developed and provided through this proposed interpretive project to help achieve these objectives?
- What related projects have been completed or are planned or underway along the byway? How would the information be developed and provided under this proposed interpretive project to complement these other efforts?
- Is the proposed amount of byway funds proportionate to the proposed project's benefits to byway travelers? To what extent would the interpretive information emphasize the overall byway or the immediate surrounding area, forest, or park? How would the interpretive information be integrated or coordinated with the byway stories or experience?
- Does the corridor management plan include this project, and how does it compare to other priority projects along the byway?
- Why did byway leaders make this project a high priority and who participated in setting the byway's project priorities?
- Are agreements in place to sustain the information that would be developed and provided under this proposed interpretive project? For example, who will pay for reprints of publications, or who will pay to maintain interpretive exhibits or directional signs?

Marketing Program

Development and implementation of a scenic byway marketing program, 23 U.S.C. 162 (c)

Principles

1. National Scenic Byways Program funds may be used to develop and implement marketing programs for:
 - The State's or Indian tribe's total network of byways
 - A cooperative multi-state, multi-tribe or regional program
 - A particular byway
2. Marketing programs and information must reflect the entire National Scenic Byway, All-American Road, State or Indian tribe designated byway, and be directly related to the byway and the byway's intrinsic qualities that support the byway's designation.
3. National Scenic Byways Program funds may **not** be used for the ongoing administrative or operating expenses of a byway marketing program (e.g., general staffing, website hosting and maintenance, toll free

number maintenance, sponsoring annual promotional events or festivals, fulfillment of individual information requests, etc.).

4. The Federal Highway Administration encourages cooperative marketing initiatives for multiple byways within a State or Tribal system, a multi-state or multi-tribal system, or a market niche.
5. The proposed amount of byway funds should be proportionate to the proposed marketing project's benefits for byway travelers. We expect an applicant advancing a project benefiting the general public to propose a larger share of non-byways funds.

Practices

1. A byway marketing program includes initiatives and activities that support the overall marketing strategy such as developing and implementing a byway marketing plan, marketing and public relations activities, development of collateral materials, and identification and development of cooperative advertising, partnerships and/or sponsorships.
2. A byway marketing plan is a detailed, written account and timetable of the objectives and methods to be used to achieve marketing goals. A marketing plan could include research, branding a byway, and/or marketing strategies (e.g., advertising, trade shows, expos and conferences, public relations, media relations, promotions, electronic marketing, and traveler's tools).
3. When submitting an application for the development of a marketing plan, applicants should include the following:
 - a detailed written account and timetable of objectives and anticipated methods to be considered to achieve the marketing goals, along with any anticipated performance measures for the strategies identified. This should be addressed within the context of the byway's target market, and clearly address how the plan will showcase the byway, the intrinsic qualities supporting the byway's designation, and the region.

When requesting funds to implement a specific component of a marketing plan, applicants should:

- provide information on which specific components of the marketing plan will be addressed, discuss prior marketing efforts conducted to date, how the proposed project will build on/complement/expand on prior marketing initiatives and how results/performance will be measured. The application should also include information regarding the byway's target market, including segmentation and niche markets.
- identify specific project components in both the Work Plan and Budget sections of the application (e.g., creative development, media buys, advertising, etc. and quantities). For example, if you are requesting funding for Public Service Announcements (PSAs), the narrative should address why this is considered an effective strategy, what market they will target, intended outcomes and how performance will be measured and how this fits into the goals identified in the marketing plan for the byway(s). The Work Plan section of the application should outline specific tasks to accomplish

these activities and the Budget should include the quantity, length, and frequency of PSAs, as well as development and placement costs.

4. Byway funds may be used for byway marketing training, including meeting materials, meeting facilities, equipment expenses, and speaker expenses directly related to training.
5. Byway funds may be used for trade show registration costs; development, purchase or rental of an exhibit booth; and trade show booth expenses (e.g., furnishings, posters and materials). Byways funds may be used for both domestic and international marketing activities.
6. All completed products should acknowledge the funding sources used to accomplish the work. See <http://www.bywaysonline.org/logo> and click on the America's Byways Graphic Standards Manual for attribution guidelines, and, where appropriate, the use of the America's Byways® logo.
7. A website should provide a link to the National Scenic Byways Program website for travelers <http://www.byways.org> or the National Scenic Byways Program Community Website <http://www.bywaysonline.org>, as appropriate. Websites developed using Federal funding should meet accessibility requirements under Section 508 of the Rehabilitation Act of 1973, as amended, 29 U.S.C. § 794 (d). See <http://www.access-board.gov/508.htm>.
8. Expenses associated with distribution of promotional materials and media packets are limited to shipping costs for mass mailings.
9. Certain activities are not eligible for byways funds such as:
 - Trade show travel, media and travel/tour operator familiarization trips.
 - Entertainment and alcoholic beverages.
 - Ongoing administrative or operating expenses of a byway marketing program such as general staffing or administration, organizing or sponsoring annual promotional events or festivals, hosting and maintaining byway websites and toll-free phone numbers, responding to calls and inquiries, and postage for brochures and other products mailed to individual travelers.
10. When considering how best to organize an eligible project proposal in the Marketing Program category, we expect the applicant to consider and respond to the following questions:
 - What would be accomplished with this proposed project? Will specific projects and priorities be identified in the development of the marketing plan? If a marketing plan is already in place, how does this project specifically relate to the activities/initiatives and priorities identified in the plan? How will success be measured (e.g., number of "hits" on a website, market penetration in the case of media outreach, etc.)?
 - Is the byway ready to meet travelers' expectations? Are directional signs currently installed along the byway? Is directional information available to byway travelers in byway maps, publications, exhibits or other mediums? Are byway interpretive materials (brochures, maps, etc.) ready and available to visitors?
 - Are traveler services available along the byway? How are travelers informed where to find food, gas, and lodging? How are travelers informed about seasonal limitations, vehicle restrictions and safety precautions?
 - What are the marketing position and goals for the byway? What is the byway's target market(s), including segmentation and niche markets? What actions are needed to achieve the marketing objective(s)?
 - How does the marketing message for the byway relate to the byway's stories, the intrinsic qualities supporting designation and to byway travelers' experience? What distinguishes the byway from other byways in the area, State, Indian lands, or region of the country? How would this proposed marketing project help differentiate the byway travel experience?

- What would be accomplished through this proposed marketing project? When would it be accomplished? What marketing materials and distribution venues would be developed and or/used to attract target customers, e.g. brochures, flyers, postcards, and/or newsletters?
- Is the proposed amount of byway funds proportionate to the marketing program's emphasis on byway travelers? To what extent would the marketing program emphasize the byway, the region, surrounding area or particular sites or attractions?
- Is the proposed marketing program leveraging opportunities through multi-byway, statewide, multi-state, multi-tribe, regional or national marketing or promotional initiatives?
- Have potential partners been identified to support marketing activities and achieve marketing objectives for the byway?

Livability

1. The U. S. Department of Transportation has made livable communities a high priority. Livable communities improve the quality of life in urban, suburban, and rural communities by promoting principles and projects that integrate land use, transportation, housing, and conservation of open green space and natural resources. In support of these larger efforts, FHWA will give priority to eligible projects that can demonstrate a value-added livability component in addition to its relationship to the byway and the byway traveler. To meet this criterion, eligible projects should also demonstrate one or more of the following:
 - A strong collaboration among a broad range of participants and integration of the byway experience with other transportation and/or public service efforts.
 - Integration of corridor management planning with transportation planning, and community and economic development planning with the intent to also improve the quality of life and work environments and experience for people in byway communities.
 - Enhancement of user mobility through the creation of more convenient transportation options for travelers.
 - Improvement to existing transportation choices along the byway by enhancing connections between automobile, transit, bicycle, and pedestrian options for byway travelers or by reducing congestion on existing byway facilities.
 - Improvement of accessibility and transport services for economically disadvantaged populations, non-drivers, senior citizens, and persons with disabilities, or to make goods, commodities, and services more readily available to these groups.
 - Enhancement of the unique characteristics of all communities by investing in healthy, safe and walkable neighborhoods along byways – rural, urban or suburban.

Projects may include improvements to or construction of biking and walking infrastructure, safety improvements, or other improvements that provide value-added livability benefits to byway travelers and communities.